

Pasta 100% 'made in Italy'

Italian cuisine is famous worldwide and even more Italian pasta. De Matteis Agroalimentare S.p.A., based in Flumeri, Italy, is one of the Italian companies representing the foundation of this excellent reputation of pasta from Italy. The private label producer, who focuses on the premium market sector, now scores with its new brand Grano Armando. All products sold under this brand are 100% 'made in Italy' and come from only the best grain.



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“**W**e introduced Grano Armando last year,” says Managing Director Marco De Matteis, who represents the second family generation.

“It is a very innovative product. The grain comes from a group of 700 farmers with whom we have an exclusive agreement. In turn, we support them and

guarantee a minimum price. This guarantee is very important for the farmers. The grain is of sophisticated quality, but it is difficult to cultivate. For us, this project is trendsetting, and we invested a lot in it.

We aim to become the reference company for pasta '100% made in Italy' and to en-

hance our international market position with such innovative products.”

Even now, De Matteis Agroalimentare achieves around 85% of its total turnover through export activities. Around 40% of these fall to Europe, with Germany and the UK being key accounts. ●●●

“**The grain comes from a group of 700 farmers with whom we have an exclusive agreement**”



100%  **GRANO ITALIANO**



“I am positive that we will be able to convince even more customers with our ‘100% made in Italy’ concept in the coming years”

► An additional 20% come from the US market.

In addition to its classic product line the portfolio of the pasta expert encompasses a very wide range of products (with more than 130 different pasta shapes), all made following the strictest production standards. General food services complement the offer of the private label producer.

Besides supermarkets and trade chains, retailers and catering enterprises rely on the quality guaranteed by the name De Matteis Agroalimentare.

“I am positive that we will be able to convince even more customers with our ‘100% made in Italy’ concept in the coming years,” concludes Mr. De Matteis.

